

The Operational Flowchart

Phase 1: Inbound & Payment (The Filter)

Don't print until you are paid. "Cash on Delivery" at a drop zone is a recipe for students ghosting you.

1. **Order:** Customer browses your site -> Clicks "Buy via WhatsApp".
2. **Auto-Reply:** "Thanks for the order! Total is ₹[Amount]. Please pay via UPI to [Your Number] to confirm. Orders placed before 12 PM get delivered TODAY at 5 PM."
3. **Verification:** User sends screenshot -> You tag them in WhatsApp Business as "**Paid - Ready to Print**".

Phase 2: Production & "The Vijaya Sandwich"

Since you are using 300gsm paper, you can print in batches.

1. **12:30 PM:** Send files to the printer (Saraswathipuram).
2. **2:00 PM:** Pick up prints.
3. **Packaging (The Factory Hack):**
 - o Use the 12.5 x 17 inch boards from your mom's factory.
 - o **Optimization:** Buy a generic "Fragile / Do Not Bend" rubber stamp (₹150). Stamp the cardboard. It makes the scrap packaging look intentional and branded.
 - o **The Weatherproofing:** Since it's Mysore and it rains unpredictably, ensure the outer tape seals the edges fully so no water seeps into the sandwich.

Phase 3: The Logistics (The Activa Loop)

Don't use Live Location for everyone individually; it drains battery and is confusing. Use **Status Updates**.

1. **4:00 PM:** Load the Activa.
2. **4:15 PM:** Update WhatsApp Status: "Out for Delivery! 🚲 Drop Zone 1 (SJCE): 4:30 PM. Drop Zone 2 (VidyaVardhaka): 5:15 PM."
3. **Direct Message:** Send a **Broadcast Message** to the "Paid - Today" list: "I'm leaving now. See you at the Canteen Parking in 20 mins. Look for the Grey Activa."

Phase 4: The Drop (The "Campus Dealer")

This is the most critical part. You need to be fast.

1. **Park & Post:** Park at the designated spot. Send a photo of your bike/location to the Broadcast list.
2. **The Handover:**
 - o Student arrives.
 - o Ask: "Name and last 2 digits of phone number?" (Faster than checking order IDs).
 - o Hand over the "Sandwich."
3. **The Upsell:** Keep 5 extra "Bestseller" posters (Luffy/Zoro/JDM) loose in your bag. If someone comes with a friend, say: "I have an extra Zoro poster, usually ₹99, take it right now for ₹80." (Impulse cash sale).

Optimizing the "Scaling" (20+ Orders)

Your plan to switch to Swiggy/Dunzo is good, but expensive for low-margin items. Here is the **better logic**:

- < 20 Orders/day: You do the Activa Run (Profit Max).
- 20 - 50 Orders/day: Don't use Swiggy yet. Hire a college junior (someone with a bike looking for pocket money). Pay them ₹200 + Petrol for the 2-hour delivery loop. This is cheaper than 20 Swiggy Genie fees ($20 \times ₹50 = ₹1000$).
- Urgent/One-off Orders: Only use Swiggy Genie/Dunzo if the customer agrees to pay the delivery fee.
 - Script: "Free delivery is only at the Drop Zone at 5 PM. If you want it delivered to your doorstep right now, I can Dunzo it, but it costs ₹60 extra. Shall I proceed?"

The "Tech" Stack for One Person

You need to organize the chaos on WhatsApp. Use **WhatsApp Business Labels**:

1. Pending Payment: (They asked, haven't paid).
2. Paid - Print Pending: (Money received, need to go to shop).
3. Printed - To Pack: (Prints are sitting on your desk).
4. Out for Delivery: (Currently in your Activa crate).
5. Completed: (Delivered).

Cost Analysis (Per ₹249 Order - 3 Posters)

| Item | Cost |
|--------------------------------|--------------------------|
| Printing (3 x ₹14) | ₹42 |
| Packaging (Scrap Board + Tape) | ₹2 |
| Fuel (Activa - Batch delivery) | ₹5 |
| Total Cost | ₹49 |
| Selling Price | ₹249 |
| Net Profit | ₹200 (80% Margin) |

Trending 50 titles in this area right

| Rank | Poster Title | Category | Why It's Selling Fast in Mysore Colleges |
|------|---|----------|--|
| 1 | Demon Slayer: Kimetsu no Yaiba (Tanjiro & Nezuko) | Anime | Emotional family arc + sword fights; 100K+ Reels views locally. |
| 2 | Jujutsu Kaisen (Gojo Satoru) | Anime | Power fantasy for engineering students; viral TikToks. |
| 3 | One Piece (Luffy Gear 5) | Anime | Freedom theme resonates; bundle with Straw Hat crew sells 3x faster. |
| 4 | Attack on Titan (Eren Jaeger) | Anime | Epic battles; post-finale nostalgia spike. |
| 5 | Naruto (Naruto Uzumaki Sage Mode) | Anime | Underdog story; classic for freshers. |
| 6 | My Hero Academia (Deku & All Might) | Anime | Hero motivation; gym/hostel decor staple. |
| 7 | Chainsaw Man (Denji & Pochita) | Anime | Edgy anti-hero; new movie arc hype. |
| 8 | Spy x Family (Anya Forger) | Anime | Cute family vibes; girls' hostels love it. |

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| 9 | Death Note (Light Yagami) | Anime | Moral dilemmas; debate club fave. |
| 10 | One Piece Wanted Posters Bundle (Luffy Gang) | Anime Bundle | Themed pack; 649 bundle clears 50/week. |
| 11 | Pushpa 2: The Rule (Allu Arjun) | Telugu Movie | Mass action; 212K likes on first-look poster. |
| 12 | Devara (Jr NTR) | Telugu Movie | Epic drama; 162K poster likes, local Telugu crowd. |
| 13 | The Devil (Darshan) | Kannada Movie | Mysore boss hype; 25L+ bookings, 4 screens running. |
| 14 | James (Puneeth Rajkumar) | Kannada Movie | Power Star legacy; all-time grosser in Mysuru. |
| 15 | Varanasi (Vijay Deverakonda) | Telugu Movie | Youth romance; 149K poster likes. |
| 16 | Kalki 2898 AD (Prabhas) | Sci-Fi Movie | Futuristic epic; college fest screenings. |
| 17 | Salaar (Prabhas) | Action Movie | Revenge saga; bulk buys for hostels. |
| 18 | Leo (Vijay) | Tamil Movie | Intense thriller; Tamil student surge. |

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| 19 | Jawan (Shah Rukh Khan) | Bollywood | Patriotic vibe; SRK fever post-Pathaan. |
| 20 | Animal (Ranbir Kapoor) | Bollywood | Raw emotion; debate in lit clubs. |
| 21 | KGF Chapter 2 (Yash) | Kannada Movie | Rocky Bhai icon; local pride. |
| 22 | Kantara (Rishab Shetty) | Kannada Movie | Cultural folklore; eco-club picks. |
| 23 | RRR (NTR & Ram Charan) | Pan-India | Friendship anthem; Oscar buzz lingers. |
| 24 | Interstellar (Minimalist Space) | Hollywood | Sci-fi deep dives; physics dept must-have. |
| 25 | Spider-Man: No Way Home (Tom Holland) | Hollywood | Multiverse fun; geek culture. |
| 26 | The Pursuit of Happyness (Will Smith) | Motivational Movie | Grind mindset; startup club walls. |
| 27 | "Dream Big" Quote (with Stars) | Motivational | Generic inspo; sells to 1st-years. |
| 28 | "Mindset is Everything" (Carol Dweck) | Motivational | Exam season booster; 500+ Amazon sales/month. |
| 29 | APJ Abdul Kalam Portrait | Celebrity/Inspo | Missile Man legacy; eng students. |

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| 30 | Virat Kohli (Cricket Pose) | Sports | King Kohli; cricket fever in VV Puram. |
| 31 | MS Dhoni (Captain Cool) | Sports | Leadership icon; management hostels. |
| 32 | PV Sindhu (Smash Pose) | Sports | Girl power; sports quota students. |
| 33 | Bhagat Singh (Revolutionary) | Historical | Freedom fighter; history buffs. |
| 34 | Swami Vivekananda Quote | Spiritual/Motiv | Youth energy; cultural fests. |
| 35 | Elon Musk (Rocket Launch) | Tech Celebrity | Innovation inspo; MIT/SJCE crowd. |
| 36 | Your Name (Makoto Shinkai) | Anime Movie | Romantic tears; couples' orders. |
| 37 | A Silent Voice | Anime Movie | Bullying/redemption; counseling groups. |
| 38 | Steins;Gate (Okabe Time Leap) | Anime | Time travel nerds; sci-fi clubs. |
| 39 | Fullmetal Alchemist: Brotherhood (Ed & Al) | Anime | Brotherly bonds; emotional sales. |

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| 40 | Tokyo Revengers (Mikey) | Anime | Gang loyalty; streetwear vibe. |
| 41 | Avengers: Endgame (Team Assemble) | Hollywood | Epic team-up; group hostel buys. |
| 42 | Dune Part 2 (Paul Atreides) | Hollywood | Desert epic; lit society. |
| 43 | Oppenheimer (Atomic Blast Minimal) | Historical Movie | Science drama; chem/physics depts. |
| 44 | Bugonia (2025 Release Art) | Hollywood | Fresh buzz; MUBI top poster. |
| 45 | Hard Truths (Mike Leigh) | Indie Movie | Relatable struggles; film clubs. |
| 46 | Rajkumar (Dr Rajkumar Classic) | Kannada Legend | Evergreen; old-school Kannada pride. |
| 47 | Yash (Rocky from KGF) | Celebrity | Rocky Bhai solo; mass appeal. |
| 48 | Allu Arjun (Pushpa Style) | Celebrity | Stylish swagger; dance teams. |
| 49 | Shah Rukh Khan (Dilwale Dulhania) | Bollywood Classic | Romance king; nostalgia for seniors. |
| 50 | F1 Team Bundle (Mercedes or Ferrari Cars) | Sports Bundle | Speed thrills; auto club; 649 pack killer. |

